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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/444,170	11/18/1999	HENRY C. YUEN	IS/133	8303
75563	7590	05/20/2009	EXAMINER	
ROPES & GRAY LLP			CARLSON, JEFFREY D	
PATENT DOCKETING 39/361			ART UNIT	PAPER NUMBER
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 09/444,170	Applicant(s) YUEN ET AL.
	Examiner Jeffrey D. Carlson	Art Unit 3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 25 June 2002.

2a) This action is FINAL. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-14 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1-14 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
 3) Information Disclosure Statement(s) (PTO/SB/08)
 Paper No(s)/Mail Date _____

4) Interview Summary (PTO-413)
 Paper No(s)/Mail Date _____

5) Notice of Informal Patent Application
 6) Other: _____

DETAILED ACTION

1. This action is responsive to the paper(s) filed 6/25/2002.

Claim Rejections - 35 USC § 112

2. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

3. Claim 10 is rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

- Claim 10, there is no antecedent basis for the computer network.

Claim Rejections - 35 USC § 102

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

5. Claims 2-3, 5-8, 11-12 are rejected under 35 U.S.C. 102(b) as being anticipated by Alten et al (US5635978).

6. Alten et al teaches a system and method to manage and display ads on an interactive electronic television guide (IPG/EPG). A “means for storing information regarding advertisements to be displayed” is provided at least in column 6 lines 39-46 where Alten et al teaches that processor 110 stores the schedule for display of

promotional material and includes information concerning date, time and frequency of display. These are examples of display terms - i.e. criteria which the advertisers provide and which is stored (inherently in a database) so that it can be acted upon. The advertising is distributed to the user's EPG/screen and doing so is taken to include calculation based on the stored advertisers' criteria/information/terms. A "means for distributing ads based on the calculation output" is provided at least in column 8 lines 10-13 and 24-28 where Alten et al teaches the multimedia generator 44 which takes the program schedule information sent by processor 41 and converts it into NTSC video format; the generator 44 composes the pages of listings and promotional material and routes the formatted pages to TV channel modulator 50.

7. Regarding claims 2, 5, Alten et al teaches that (stored) entries in the schedule may define the size of the advertisement video and text windows [col 10: lines 11-15] which are taken to represent memory storage requirements for the various sized advertisements. The larger the window, the larger the memory requirements for that rendered advertising element.

8. Regarding claims 3, 6, the purpose of the EPG is to indicate which shows are on at what time. By integrating advertisements on the EPG screen, the ads are said to be distributed in accordance with stored information regarding programs broadcast about the time of an ad display.

9. Regarding claims 7-8, 11, 12, the advertiser's criteria are taken to represent examples of display terms - i.e. criteria which the advertisers provide and which is stored (inherently in a database) so that it can be acted upon. A user commanding his

TV or set top box to display the EPG provides a step of sending commands (i.e. information packets) to render the EPG with the integrated advertising. The met condition can be the receipt of the command to render the EPG. Likewise the met condition can be the matched/met advertiser criteria regarding when and where (fig 7a) his particular ads should be integrated with the on-screen EPG.

Claim Rejections - 35 USC § 103

10. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

11. Claims 1, 4, 9-10, 13-14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Alten et al.

12. Regarding claims 1, 4, Alten et al teaches that advertisers may be charged different rates based on the size of the advertising displays [10:26-27]. It would have been obvious to one of ordinary skill at the time of the invention to have stored and made calculations on this data so that the distribution and billing for each advertiser's campaign can be effectively managed by a computer system.

13. Regarding claims 9-10, 13-14, Alten et al does not appear to specify how the advertisers communicate their advertising criteria (terms) to the advertising system of Alten et al. However, it would have been obvious to one of ordinary skill at the time of the invention to have used any well known communication procedure to provide the

necessary ad creatives and their targeting criteria to the system. It would have been obvious to one of ordinary skill at the time of the invention to have provided an advertiser interface on a website as is well known so that advertisers can create ad campaigns and can specify targeting criteria directly to the system.

Conclusion

14. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jeffrey D. Carlson whose telephone number is 571-272-6716. The examiner can normally be reached on Monday-Fridays; off alternate Fridays.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571)272-6724. The fax phone numbers

for the organization where this application or proceeding is assigned are (571) 273-8300 for regular communications and (571) 273-8300 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (571) 272-3600.

/Jeffrey D. Carlson/
Primary Examiner, Art Unit 3622

Jeffrey D. Carlson
Primary Examiner
Art Unit 3622

jdc
May 19, 2009